

Cat.	Category name	Agency	Country	Name of product or service advertised	Advertiser	Title of the entry
2	Confectionery & Snacks	BBDO New York	UNITED STATES	Snickers	Mars Chocolate North America	Parking While Hungry
2	Confectionery & Snacks	LOLA/ Mullen Lowe (Lowe & Partners s.l)	SPAIN	MAGNUM	UNILEVER	PROUDLY SEEKING PLEASURE
3	Alcoholic Drinks	Saatchi & Saatchi	UNITED KINGDOM	Strawberry & Lime Cider	Rekorderlig	Silver Skaters
3	Alcoholic Drinks	Irish International BBDO	IRELAND	Guinness, Proud Sponsors of England Rugby	Guinness	Anthem
3	Alcoholic Drinks	McCann Central	UNITED KINGDOM	Hardys Wine	Accolade	Proud Sponsors
4	Non-Alcoholic Drinks	Zulu Alpha Kilo	CANADA	NESTEA	NESTEA	Just Keep Drinking
9	Household Maintenance	Energy BBDO	UNITED STATES	Ziploc	S.C. Johnson	Ziploc Presents: Little Beasts
9	Household Maintenance	Alma DDB	UNITED STATES	Glad Cling Wrap	The Clorox Company	Fresh vs. Rotten
10	Homes, Furnishings & Appliances	Wirz BBDO	SWITZERLAND	Furniture	IKEA Schweiz AG	Literary critic reviews IKEA catalogue
10	Homes, Furnishings & Appliances	Leo Burnett France	FRANCE	Connected Heaters	Atlantic Group	37 Days
10	Homes, Furnishings & Appliances	TBWA ISTANBUL	TURKEY	IKEA TURKEY	IKEA TURKEY	TIDY UP
11	Personal Electronics & Devices	Leo Burnett Schweiz AG	SWITZERLAND	NX mini Camera	Samsung Switzerland GmbH	Self-Portraits
11	Personal Electronics & Devices	Leo Burnett France	FRANCE	Galaxy A	Samsung	The Way You Are
15	Telecommunication & Public Services	TRY	NORWAY	4G	Telenor Norway	Puppy Love
16	Transport & Tourism	the community	UNITED STATES	Public Bike System	City of Buenos Aires	Never Stop Riding
16	Transport & Tourism	POL	NORWAY	On board Services	NSB - The Norwegian Railroad	Travel by train.
17	Restaurants, Bars & Caf��s	Leo Burnett Germany	GERMANY	restaurants	McDonald's	Popov, the clown
17	Restaurants, Bars & Caf��s	Leo Burnett London	UNITED KINGDOM	McDonald's	McDonald's	Lonely Hearts
17	Restaurants, Bars & Caf��s	Puck Communication	TURKEY	Fish of North Restaurant	Fish of North Restaurant	Order Fish Online
18	Retail Services	TRY	NORWAY	Online marketplace	FINN.no	Sell it online
18	Retail Services	adamandevdDB	UNITED KINGDOM	John Lewis	John Lewis	Monty's Christmas
18	Retail Services	adamandevdDB	UNITED KINGDOM	John Lewis	John Lewis	John Lewis Southampton
19	Financial Services	Publicis Communications Schweiz AG	SWITZERLAND	UBS Retirement Campaign	UBS Schweiz AG	UBS Retirement Campaign
25	Professional Products & Services	Alma DDB	UNITED STATES	Sound Design & Production	Personal Music	Street Music Library
28	Consumer Direct	J. Walter Thompson Amsterdam	NETHERLANDS	Translator	ElaN	Taste the Translation
29	Business to Business Direct	Saatchi & Saatchi	UNITED KINGDOM	Shirt/Brand Sponsorship	Chelsea Football Club	Get me a Sponsor
30	Media Innovation - Traditional Media	ROSAPARK	FRANCE	HIGH-SPEED RAIL TRAVEL	THALYS TRAIN NETWORK	Sounds of the City
31	Media Innovation - Alternative Media	DDB Spain	SPAIN	NGO	No somos delito	Holograms for Freedom
32	Creative Technology	Young & Rubicam FMS	RUSSIAN FEDERATION	web-portal dislife.ru	Dislife.ru	More Than A Sign
49	Online Campaigns - Food & Drink	MADE BY VACULIK	SLOVAKIA	retail	TESCO	The Freshest Tesco
50	Online Campaigns - Consumer Services & Household	Marcel	FRANCE	Orange	Orange	RelockLove
51	Online Campaigns - Public Interest	Y&R Team Red Istanbul	TURKEY	Vodafone Red Light Application 2.0	Vodafone	Vodafone "Between Us"
52	Online Campaigns - Health, Beauty & Fashion	Forsman & Bodenfors	SWEDEN	Clothing & Fashion	H&M	Close The Loop
53	Online Campaigns - Automotive	CHI&Partners	UNITED KINGDOM	Lexus	CHI & Partners / Lexus International	SLIDE, Amazing in Motion
54	Online Campaigns - Media & Entertainment	DDB Stockholm	SWEDEN	Samsung	Samsung	Is this the next?
55	Online Campaigns - Luxury	WATTS OF TOKYO INC.	JAPAN	Shiseido's Products (including MAJOLICA MAJORCA / INTEGRATE)	Shiseido Company, Limited	High School Girl?
56	Online Campaigns - Business to Business & Corporate	DENTSU INC.	JAPAN	The 100th Anniversary of Establishment Project	YASKAWA ELECTRIC CORPORATION	YASKAWA BUSHIDO PROJECT
57	Websites	84.Paris	FRANCE	Google Cultural Institute	Google	Street Art Project
58	Online Ads	BBDO Russia Group	RUSSIAN FEDERATION	Post-it® sticky notes	3M	The Banner That Makes You Like Banners
59	Online & Viral Films	Markom Leo Burnett Reklam Hizmetleri A.S.	TURKEY	Samsung Video Based Call Center for Hearing Impaired	Samsung Electronics Turkey	Samsung Hearing Hands
60	Online Social Networks	Instinct	RUSSIAN FEDERATION	Nike	Nike	MOSCOW REAL GIRLS - INSTAPOSTERS
61	Branded Games	Mademoiselle Scarlett	FRANCE	DORCELSTORE.COM	DORCELSTORE.COM	OPENDORCEL
63	Apps	DDB BRUSSELS	BELGIUM	Telco (mobile) operator	BASE	PhoneAddress
64	Mobile Sites	Leo Burnett Company	ITALY	Always Feminine Care	Procter & Gamble	Always BackMeApp
65	Mobile Games	Serviceplan	GERMANY	Epiphone Les Paul Bj��rn Gelotte Signature Edition	Gibson Guitar	The Les Paul Skill Check
66	Mobile Campaigns	Y&R Team Red Istanbul	TURKEY	Vodafone Red Light Application 2.0	Vodafone	Vodafone "Between Us"
67	Mobile Social Networks	McCann Worldgroup S.r.l.	ITALY	Coca-Cola	Coca-Cola Company	The Emotisons
68	Integrated Campaigns	LES GAULOIS	FRANCE	Airline Company	Les Gaulois/Transavia	Snackholidays
69	Humour	Leagas Delaney Hamburg GmbH	GERMANY	Cruise Line	MSC Kreuzfahrten GmbH	The MSC Magnifica Shiphorn Choir